From: Ehud Barak <ehbarak1@gmail.com>
To: Elichai Amir <amir@ireporty.com>
CC: Knaani Udi <udi@fwmk-law.co.il>
Date: Sat, 12/13/2014 6:44:45 PM
Subject: Fwd: Reporty Homeland Security

Hi Amir
Pl read. That's from Nicole. Darren is our lawyer on my side in the US. I'll call you later re this.
Best
EB

Darren,

I hope this mail finds you well-
It is undoubtedly an interesting space in which they operate and one can see ways in which the security/protection business may evolve. Below I listed a number of areas that it would be useful to probe management with, let me know how you want to proceed.

Business

- How difficult is it for other companies (equipment or software) to replicate the "micro locator" function?
- Which are the key technologies that are patented? Will GPS companies not develop the next generation of specific micro locators which they will licence to other providers? Is this really a USP for Reporty?
- Has this technology already been developed for the military market i.e. geo locating soldiers, live pictures from scenes, co-ordination of responses etc.?
- Reporty has a lot of implications on privacy for individuals and data protection. Can you please confirm that Reporty is data and privacy compliant and explain what work you have done to satisfy that Reporty is compliant?
- The model is dependent upon crowd adoption. How will Reporty get the public to adopt it in the pilot areas that the company will launch in? Reporting a crime could be a once in a year event.
- There are a number of other crime apps on the market (CrimePush, SPOTTM etc.) but they have not been widely adopted by consumers – what will make Reporty any different?
- The most successful apps have constant interaction with consumers but what is the hook for the public to keep Reporty top of their usage list? What is the incentive for consumers to download and app that they will not use regularly?
- In a live streaming world, would the system not be inundated with lots of low level incidents (minor road infractions, domestic arguments etc)? Will the app not result in an increase in "noise" and filtering requirement for emergency services rather than a reduction?
- Governments/Local Authorities around the world are notoriously slow to adopt new technologies and have budget constraints. Given these factors, coupled with no current track

record, will it be the case that new customers will be very slow to sign-up?

- Given that authorities are looking for broad integrated solutions for a safe city, does it not make sense for the "reporting" piece (small in the overall context) to be part of a wider integrated solution that larger companies can deliver?

Finances

- How much funds have been invested in developing the software to date?
- What proportion of the equity will be exchanged for the proposed $1.5m investment?
- Can you please supply the full financial model as mentioned in the business plan?

Let me know if you wish to discuss further with me

Regards,

Nicole